

WEB ATTRACT LOOP

Abstract of the Disclosure

A system for displaying a web attract loop on a display of a user computer is provided. The system includes a central computer with software executing thereon for receiving a request to transmit a web page and for transmitting a web page to the user computer in response to the request to transmit the web page. The web page includes attract loop code which monitors the user computer for a user event, and if the user event does not occur within a specified time period, the attract loop code automatically transmits a request for attract loop content to the central computer. Software executing on the central computer automatically transmits attract loop content to the user computer in response to the request for attract loop content, and the attract loop code causes the attract loop content to be displayed on the display of the user computer.